



WPTV

ORDER

Print Date 08/21/12

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Flight Dates **08/22/12-08/27/12**Contract / Revision **307208 /**Original Date / Revision
08/07/12 08/17/12Advertiser **Americans for Prosperity**Agency **Mentzer Media**Buying Contact**600 Fairmont Avenue - Suite #306
Towson, MD 21204**Product
Americans for ProsperityAgency Com 15%Billing Contact**600 Fairmont Avenue - Suite #306
Towson, MD 21204**Sales Office EWSDCSales Region NATAgency RefOrder Sep 00:20:00Estimate # **1869**Alt Order #Billing Type CashOrder Type GENERALBilling Cycle EOM/EOCBilling Calendar BROADCASTDemographic A25-54Rev Codes POL POL ISSProduct Codes PLPriority P-2Advertiser RefPrimary Account Executive
Marta Salazar-Perren

Account Executive	Order%	Start Date	End Date
Marta Salazar-Perren	100%		

Order Share % Market Value

Competing Station	% of Order	Amount
CABLE	%	
UNKWN	100%	
WFGC	%	
WFLX	%	
WPBF	%	
WPEC	%	
WPPB	%	
WPXP	%	
WTCE	%	
WTCN	%	
WTVX	%	
WXEL	%	

Order Totals**Billing Plan**

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
August 2012	49	\$27,667.50	\$32,550.00	0.00	07/30/12	08/26/12	49	\$27,667.50	\$32,550.00
September 2012	11	\$6,375.00	\$7,500.00	0.00	08/27/12	08/27/12	11	\$6,375.00	\$7,500.00
Totals	60	\$34,042.50	\$40,050.00	0.00					

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	<u>Totals</u> Spots Amount	
N 1	WPTV	08/22/12	08/24/12	M-F 9-10a M-F 9-10a	CM	9-10a	-- 111--	:30	3	\$500.00	P-2	0.00	NM	3	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 08/20/12	08/26/12	-- 111--		3		\$500.00		0.00					
N 2	WPTV	08/22/12	08/24/12	M-F 10-11a M-F 10-11a	CM	10-11a	-- 111--	:30	3	\$450.00	P-2	0.00	NM	3	\$1,350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 08/20/12	08/26/12	-- 111--		3		\$450.00		0.00					
N 3	WPTV	08/22/12	08/24/12		CM	12-1p	-- 222--	:30	6	\$250.00	P-2	0.00	NM	6	\$1,500.00



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Contract / Revision **307208** Flight Dates **08/22/12-08/27/12**

Hiatus Dates

Original Date / Revision 08/07/12/ 08/17/12

Order Sep 00:20:00

Advertiser **Americans for Prosperity** Product **Americans for Prosperity** Estimate # **1869**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
				M-F 12n-1p M-F 12n-1p											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/20/12	08/26/12	-- 222--					6	\$250.00		0.00			
N 4	WPTV	08/22/12	08/24/12	M-F 5-530p M-F 5-530p	CM	5-530p	-- 111--	:30	3	\$800.00	P-2	0.00	NM	3	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/20/12	08/26/12	-- 111--					3	\$800.00		0.00			
N 5	WPTV	08/22/12	08/24/12	M-F 530-6p M-F 530-6p	CM	530-6p	-- 111--	:30	3	\$850.00	P-2	0.00	NM	3	\$2,550.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/20/12	08/26/12	-- 111--					3	\$850.00		0.00			
N 6	WPTV	08/22/12	08/24/12	M-F 6-630p M-F 6-630p	CM	6-630p	-- 211--	:30	4	\$1,200.00	P-2	0.00	NM	4	\$4,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/20/12	08/26/12	-- 211--					4	\$1,200.00		0.00			
N 7	WPTV	08/22/12	08/24/12	M-F 7-730p M-F 7-730p	CM	7-730p	-- 111--	:30	3	\$950.00	P-2	0.00	NM	3	\$2,850.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/20/12	08/26/12	-- 111--					3	\$950.00		0.00			
N 8	WPTV	08/23/12	08/24/12	M-F 730-8p M-F 730-8p	CM	730-8p	--- 11--	:30	2	\$950.00	P-2	0.00	NM	2	\$1,900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/20/12	08/26/12	--- 11--					2	\$950.00		0.00			
N 9	WPTV	08/22/12	08/24/12	M-F 11-1135p M-F 11-1135p	CM	11-1135p	-- 111--	:30	3	\$950.00	P-2	0.00	NM	3	\$2,850.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/20/12	08/26/12	-- 111--					3	\$950.00		0.00			
N 10	WPTV	08/22/12	08/24/12	M-F 1135p-1235a M-F 1135p-1235a	CM	1135p-1235a	-- 111--	:30	3	\$350.00	P-2	0.00	NM	3	\$1,050.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/20/12	08/26/12	-- 111--					3	\$350.00		0.00			
N 11	WPTV	08/25/12	08/25/12	Sa 6-7a Sa 6-7a	CM	6-7a	-----S-	:30	1	\$250.00	P-2	0.00	NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/20/12	08/26/12	-----S-					1	\$250.00		0.00			
N 12	WPTV	08/25/12	08/25/12	Sa 7-8a Sa 7-8a	CM	7-8a	-----S-	:30	1	\$600.00	P-2	0.00	NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/20/12	08/26/12	-----S-					1	\$600.00		0.00			
N 13	WPTV	08/25/12	08/25/12	Sa 8-10a Sa 8-10a	CM	8-10a	-----S-	:30	2	\$650.00	P-2	0.00	NM	2	\$1,300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/20/12	08/26/12	-----S-					2	\$650.00		0.00			
N 14	WPTV	08/25/12	08/25/12	Sa 6p Sa 6p	CM	6-630p	-----S-	:30	1	\$600.00	P-2	0.00	NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/20/12	08/26/12	-----S-					1	\$600.00		0.00			
N 15	WPTV	08/25/12	08/25/12	Sa 7-8P Sa 7-8P	CM	7-8p	-----S-	:30	1	\$350.00	P-2	0.00	NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/20/12	08/26/12	-----S-					1	\$350.00		0.00			



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Contract / Revision **307208** Flight Dates **08/22/12-08/27/12**

Hiatus Dates

Original Date / Revision 08/07/12/ 08/17/12

Order Sep 00:20:00

Advertiser **Americans for Prosperity** Product **Americans for Prosperity** Estimate # **1869**

														Totals			
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount		
N15	WPTV	08/25/12	08/25/12	Sa 7-8P Sa 7-8P	CM	7-8p	-----S-	:30	1	\$350.00	P-2	0.00	NM	1	\$350.00		
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>					
Week:		08/20/12	08/26/12	-----S-					1	\$350.00		0.00					
N16	WPTV	08/25/12	08/25/12	Saturday Prime B Saturday Prime B	CM	9-10p	-----S-	:30	2	\$500.00	P-2	0.00	NM	2	\$1,000.00		
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>					
Week:		08/20/12	08/26/12	-----S-					2	\$500.00		0.00					
N17	WPTV	08/25/12	08/25/12	Saturday Prime C Saturday Prime C	CM	10-11p	-----S-	:30	2	\$500.00	P-2	0.00	NM	2	\$1,000.00		
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>					
Week:		08/20/12	08/26/12	-----S-					2	\$500.00		0.00					
N18	WPTV	08/25/12	08/25/12	Sa 11-1130P Sa 11-1130p	CM	11-1130p	-----S-	:30	1	\$950.00	P-2	0.00	NM	1	\$950.00		
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>					
Week:		08/20/12	08/26/12	-----S-					1	\$950.00		0.00					
N19	WPTV	08/26/12	08/26/12	Su 7-8a Su 7-8a	CM	7-8a	-----S	:30	1	\$350.00	P-2	0.00	NM	1	\$350.00		
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>					
Week:		08/20/12	08/26/12	-----S					1	\$350.00		0.00					
N20	WPTV	08/26/12	08/26/12	Su 10-1030a Su 10-1030a	CM	10-1030a	-----S	:30	1	\$350.00	P-2	0.00	NM	1	\$350.00		
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>					
Week:		08/20/12	08/26/12	-----S					1	\$350.00		0.00					
N21	WPTV	08/26/12	08/26/12	Su 6p Su 6p	CM	6-630p	-----S	:30	1	\$600.00	P-2	0.00	NM	1	\$600.00		
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>					
Week:		08/20/12	08/26/12	-----S					1	\$600.00		0.00					
		<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>				
		1	WPTV	08/20/12-08/26/12	Su 6p	6-630p	-----Su	:30		(\$600.00)		0.00	NM				
		See MG 21.2															
		[na oversold]															
		2	NPTV	08/20/12-08/26/12	Su 8-9a	8-9a	-----Su	:30		\$600.00		0.00	NM				
		Ⓜ MG for 21.1 08/26															
N22	WPTV	08/26/12	08/26/12	Sunday Prime A Sunday Prime A	CM	7-8p	-----S	:30	1	\$1,500.00	P-2	0.00	NM	1	\$1,500.00		
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>					
Week:		08/20/12	08/26/12	-----S					1	\$1,500.00		0.00					
N23	WPTV	08/27/12	08/27/12	M-F 9-10a M-F 9-10a	CM	9-10a	M-----	:30	1	\$500.00	P-2	0.00	NM	1	\$500.00		
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>					
Week:		08/27/12	09/02/12	M-----					1	\$500.00		0.00					
N24	WPTV	08/27/12	08/27/12	M-F 10-11a M-F 10-11a	CM	10-11a	M-----	:30	1	\$450.00	P-2	0.00	NM	1	\$450.00		
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>					
Week:		08/27/12	09/02/12	M-----					1	\$450.00		0.00					
N25	WPTV	08/27/12	08/27/12	M-F 12n-1p M-F 12n-1p	CM	12-1p	M-----	:30	2	\$250.00	P-2	0.00	NM	2	\$500.00		
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>					
Week:		08/27/12	09/02/12	M-----					2	\$250.00		0.00					
N26	WPTV	08/27/12	08/27/12		CM	5-530p	M-----	:30	1	\$800.00	P-2	0.00	NM	1	\$800.00		



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Hiatus Dates

Original Date / Revision 08/07/12/ 08/17/12

Order Sep 00:20:00

Advertiser **Americans for Prosperity** Product **Americans for Prosperity** Estimate # **1869**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
				M-F 5-530p M-F 5-530p											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/27/12	09/02/12	M-----					1	\$800.00		0.00			
N27	WPTV	08/27/12	08/27/12	M-F 530-6p M-F 530-6p	CM	530-6p	M-----	:30	1	\$850.00	P-2	0.00	NM	1	\$850.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/27/12	09/02/12	M-----					1	\$850.00		0.00			
N28	WPTV	08/27/12	08/27/12	M-F 6-630p M-F 6-630p	CM	6-630p	M-----	:30	1	\$1,200.00	P-2	0.00	NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/27/12	09/02/12	M-----					1	\$1,200.00		0.00			
N29	WPTV	08/27/12	08/27/12	M-F 7-730p M-F 7-730p	CM	7-730p	M-----	:30	1	\$950.00	P-2	0.00	NM	1	\$950.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/27/12	09/02/12	M-----					1	\$950.00		0.00			
N30	WPTV	08/27/12	08/27/12	M-F 730-8p M-F 730-8p	CM	730-8p	M-----	:30	1	\$950.00	P-2	0.00	NM	1	\$950.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/27/12	09/02/12	M-----					1	\$950.00		0.00			
N31	WPTV	08/27/12	08/27/12	M-F 11-1135p M-F 11-1135p	CM	11-1135p	M-----	:30	1	\$950.00	P-2	0.00	NM	1	\$950.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/27/12	09/02/12	M-----					1	\$950.00		0.00			
N32	WPTV	08/27/12	08/27/12	M-F 1135p-1235a Tonight Show	CM	1135p-1235a	M-----	:30	1	\$350.00	P-2	0.00	NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/27/12	09/02/12	M-----					1	\$350.00		0.00			
N33	WPTV	08/26/12	08/26/12	Su 11-1135p Su 11-1135p	CM	11-1130p	-----S	:30	1	\$950.00	P-2	0.00	NM	1	\$950.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/20/12	08/26/12	-----S					1	\$950.00		0.00			
													Totals	60	\$40,050.00